

GEORGE STREETFEST ON MAIN
Event Proposal to St. George City Council
for Continuation of Sponsorship Through 2016

Thursday, October 8, 2015



Event Purpose

George Streetfest on Main is a monthly first Friday celebration designed to promote the St. George City's Historic Downtown District. The purpose of the event is to generate increased patronage to downtown businesses, promote local artists and performers, draw tourism, and provide a consistent, clean, and safe outdoor nightlife option for residents and tourists.

Scope of Event

George Streetfest on Main is a monthly community celebration designed to celebrate the best of southern Utah. On the first Friday of each month, Main Street is closed between St. George Blvd. and Tabernacle Street at approximately 3 p.m. Located at the heart of the community, a series of coordinated event features begin to take shape. Open hours of George Streetfest on Main are 6-10 p.m., with George Jazz Garden open until midnight. The Main Street and Tabernacle Street aspects of the event are designed to be family friendly. The George Jazz Garden is designed to accommodate adults 21 and over.

Event Design & Management

Event Name: George Streetfest on Main and George Jazz Garden

Designer: Melynda Thorpe

Manager: Emceesquare Media & Events

Event Advisory Board:

Downtown Merchants Group

Event Staff: Melynda Thorpe, Presenter

Amy Thorpe, Jazz Garden Manager

Karyn Wright, Event Operations Manager

Ryan Groskreutz, Event Talent Booking Agent

Carlyle Potter, Jazz Garden Host

Lil Barron, George Jr. Village Manager
Stephen Lambert, George Store Manager

Event Planning Committee:

Daniel Knight, George Jr. Village DJ
Doug & Marianne Hamilton, St. George Wine Club
Tat Chan, Restore
Trevor Anderson, DSU Sustainability Club/George Recycles

Event Interns: Carie Kounalis, social media

Wesley Wilkerson, GeorgeTV, film/video
Chase Nichter, GeorgeTV and stage production
Lacey Hancock, GeorgeTV and stage production
Lance Claymore, GeorgeTV
Calvin Whitney, George TV, film/video

George Event Features Include:

- Signature Main Street Concert
- Little SoHo Street Market (goods sold by local artists and merchants)
- Farmer's Market
- Food Truck Village
- George FREE Photo Booth
- George Jazz Garden
- George Jr. Village (non-profit agencies with games/activities for youth)
- Teen area (live DJ, dancing)
- Passport to the City Program (for community engagement)
- Buskers (entertainers performing for tips)
- The George Store
- Customs Tent

Target Audience:

Tactics:

Youth ages 5-15

George Jr. Village, Passport to the City, DJ on Tabernacle

Teen/college 16-25

Band 9-10 p.m., Emcees Paul & Grady St. George News

Families

Main Stage entertainment 6-9 p.m.
Canyon Media Emcees, Passport to The City
Food Truck Village, Main Street Concert (Free), George
FREE Photo Booth

Adults 21+	Private venue, professional musicians, Jazz Appreciation, Vino 101, sommelier, tapas by Ancestor Square restaurants
Tourists	Local musicians, goods sold by local artists and merchants, exposure to local culture
Demographic Bucket:	Beer and wine enthusiasts, live music enthusiasts, festival goers

Sponsorship Program

The George Sponsorship Program is designed to assist with cost of marketing and event promotion, entertainment, staffing, and to cover costs of licensing, insurance, support equipment (tables, chairs, hand washing and portable toilet), subcontracting for services including photo booth, search lights, etc.), and setup and takedown for the event. [See George Sponsorship master list Appendix]

Canyon Media Radio: \$10,000/month Media Sponsor (3-year contract)

- Monthly radio ad budget
- Monthly custom radio spot
- Emcee entertainment on Main Stage 6-8 p.m.
- Prize giveaways on stage
- Pre- first Friday radio station interview tour with Planet 94.1, the Hawk, Kony, Easy101
- Live remote

St. George News: \$10,000/month Media Sponsor (3-year contract)

- Production and distribution of GeorgeTV pre-event episode
- Production and distribution of recap episode including event coverage/drone – October episode with just over 20,000 views as of Oct. 7, 2015, 10 p.m.
- Monthly event preview article
- Downloadable Passport to the City early issue

The Independent: \$5,000-level Media Sponsor

- Monthly print ad
- Wed ads
- Preview article in print edition
- Monthly online article on bands/music with links to b-roll of bands
- Live social media coverage from event
- Photography and post coverage article

EVENT FEATURES DETAIL

Main Street Concert

This Main Street Concert design includes a well-lit stage on Main Street with live bands playing 6-10 p.m. This free concert is the signature feature of the event and is designed to provide a fresh lineup of entertainers including local and visiting bands. Quality entertainment is a priority for this event, along with a quality stage, lighting and sound.

George Jazz Garden

Ancestor Square will offer an environment for adults offering beer, wine, tapas by Ancestor Square restaurants, and live jazz music. The Jazz Garden provides a significant financial contribution to the event. We request that the 2014 June-Oct. agreement with St. George City continue: The Jazz Garden treated as a restaurant with a one-time annual \$500 fee for liquor license rather than monthly.

Passport to the City

To fuel participation with downtown businesses, an event passport is being created for each of the first 5 First Friday events. At each event, patrons have their passports stamped by business owners who have been challenged to prepare for crowds and to engage them to help meet their business goals. In the back section of the passport, members of the Downtown Business Merchants will have first option to include coupons valid on First Fridays. The event Customs Tent is located near The George Store on Main for managing passports and the Mayor's Prize Drawing. We have several passport collectors working to earn their Key to The City by completing 5 passports. We propose that the mayor grant George Keys to The City to these dedicated event patrons.

Street Market

Vendor booths are located down the middle of Main Street and on the East side of Main. Sidewalks on the West side of main are reserved for Main Street business access for setting out sidewalk displays. Participants include local artists, merchants, agencies/organizations, performers, Farmer's Market, schools and non-profit organizations. Booths are uniform 10x10 (white) a minimum 5-foot table and chairs. Vendors may rent or provide their own booths as long as they meet event standards to promote a clean, uniform event with covered power chords and adhere to event integrity.

Sidewalk Vendors: 5 x 10 sidewalk space rental is available for vendors with a smaller budget on the east side of Main Street.

Non-profits Fund Raising: non-profit organizations are encouraged to participate in providing carnival type entertainment, games, or activities for pre-sold tickets. Tickets may be accumulated and turned into event organizers for remuneration Space is limited to 10 non-profit groups per month. Remuneration is 20 cents per ticket.

REQUEST FOR SPONSORSHIP & SUPPORT OF ST. GEORGE CITY

Emceesquare and Downtown Merchants Group request partnership sponsorship of Convention and Visitors Bureau City of St George. Together with the Downtown Business Merchants Group, our goal at Emceesquare Media & Events is to continue to bring our community together at the heart of Historic Downtown St. George for an ongoing, monthly nightlife event that offers something for everyone.

We request that the same support from St. George City as we received during the event test launch period (from June – October 2015) extend through November and December 2015, and continue through January – December 2016, at which time we will present a request to review and renew sponsorship.

Continuing:

- Contribute \$2,000/month Nov 2015 - Dec. 2016
- Professional live entertainment, sound \$1,600
- Print/graphic design \$400
- Block off Main Street from St. George Blvd. to Tabernacle Street, and from Tabernacle to 100 E.
- Provide Event Parking signage
- Provide quality stage with lighting
- Provide fire barrels in cold months with firemen to supervise
- Allow for one-time 2016 \$500 alcohol permit fee (Nov/Dec 2015?)
- Provide promotion on the City website and digital billboard
- One SunTran side panel transit ad
- One advertorial per issue of Inside St. George

Additional:

- Street closure one hour earlier (2 p.m.) to allow for additional, needed setup time.
- Install adequate power/lighting to Tabernacle Street to support DJ
- Contribute \$300 currently being paid to outsource sound, event organizers will sub contract and manage

- Electric Theater: Art & Vino 6-10 p.m., 10-midnight movie

Melynda Thorpe, Event Presenter

Melynda Thorpe is a public relations professional with more than 20 years industry experience. From her work as a journalist, filmmaker, television producer and event designer, Melynda Thorpe knows the power of creativity.

Before moving to southern Utah, Melynda served as director of creative services for the Utah Valley University Marketing & Communications Office and an adjunct instructor of communications overseeing institutional film, photography and publications. She has worked for government and corporate agencies in the areas of creative services and public relations, and served on the Utah Ballet Board of Directors and provided PR support to the Springville Museum of Art. In southern Utah, she is founder of Emceesquare Media Inc, a public relations, event, and media production company.

Thorpe has provided public relations and promotional support for southern Utah events:

- Kayenta Street Painting Festival
- Art in Kayenta Festival
- DOCUTAH International Film Festival
- Equality Utah South Celebration.

Her event designs include:

- Tuacahn Saturday Market
- The Great Big Barn Party (Big Brothers Big Sisters)
- 2013 Heart Walk Foundation Gala
- Utah Whistle Stop Tour, Presidential Candidate Fred Karger
- George Streetfest on Main

In 2014, she worked with Microsoft Vice President Kevin Espirito to design the U.S. premiere of the documentary film, "Soldiers' Sanctuary" at Microsoft Auditorium, Seattle, Wash. The screening received full-house attendance.

Thorpe is a producer of documentary films including "Heart of the Andes," "Tule Springs – America's New National Park," and "On Dreams of Dixie," the centennial anniversary film of the Washington County School District. "Heart of the Andes" and "On Dreams of Dixie" are both Official Selections of the DOCUTAH International Film Festival. She is also creator of the popular Southern Utah LIVE program, "Southern Utah Chef."

Additional Event Management Experience:

UVU Phoria University Status Celebration, event design

UVU President's Scholarship Ball, creative design and VIP support services

Utah Ballet Annual Gala, media coordination and PR

UVU Annual Auto Expo Car Show, event promotion and photography



NEWS MEDIA RELEASE
Oct. 8, 2015

For More Information
Contact: Melynda Thorpe
(435) 773-0781



GEORGE STREETFEST ON MAIN APPROACHES WINTER MONTHS WITH DANCE DJ, THEMES TO KEEP CROWDS GROOVING, AND GEORGE RECYCLES PROGRAM

George Streetfest on Main is gearing up to continue through winter months with a Big Fall Bash in November, Gingerbread Tour in December, and a New Year's Day Masquerade January 1. In addition, the popular Food Truck Village is beefing up with new sponsorship by Robert J. Debry & Associates. Simister Ortho George Jr. Village has added a dance DJ on Tabernacle Street.

Additionally, the Dixie State University Sustainability Club with support from BluCan Curbside Recycling, announce the George Recycles program. Each month on first Friday, club members and advisors will man five BluCan recycling stations at various locations throughout the event including the Zion Brewing Company Jazz Garden.

Performing at the Precision Hearing Main Street Concert Nov. 6 will be local entertainers Raven Cain and Wirelefant, with electric folk band National Parks of Provo headlining from 9-10 p.m. The Zion Brewing Company Jazz Garden, will feature "Jazz Vibes" with Glenn Webb. Considered one of the top jazz vibraphonists in the West, Webb also chairs the DSU Music Department.

According to Jazz Garden Host Carlyle Potter, "The vibraphone is of most unique percussion instruments ever played in jazz, and a regular voice in the cool jazz scene."

In October, plans for the town's first Oktoberfest celebration with outdoor alcohol service ended when event organizers were unable to facilitate a solution to relocate the Jazz Garden after news that newly laid grass at Ancestor Square was not ready for foot traffic. The Ancestor Square Courtyard is scheduled to fully reopen to the Jazz Garden Nov. 6 with improvements to landscaping and electrical power complete.

"We'll be back at Ancestor Square in November," said Jazz Garden Manager Amy Thorpe of Emceesquare Media & Events. "We appreciate the improvements to the Ancestor Square courtyard and see them as a long term investment in this venue."

- MORE -

2-2-2 GEORGE STREETFEST NOVEMBER

A sponsor of the George FREE Photo Booth, Emily Bracey of Remax Apple Group said she is excited to support a cultural event like George Streetfest. "I moved to the area myself a few years back and have been missing this type of community event. St. George is the perfect location for a year-round downtown concert and outdoor celebration, and I'm excited to be part of it."

George Streetfest on Main is a monthly first Friday celebration designed to celebrate the best of southern Utah. From 6 to 10 p.m., the monthly event features a free signature street concert, buskers, goods sold by local artists, farmers market, and a community engagement Passport to the City program. The Zion Brewing Company Jazz Garden sponsored by Etched Magazine is located at Ancestor Square and will remain open until midnight.

Created and presented by Emceesquare Media & Events, George Streetfest on Main event partners are St. George City, St. George Area Convention and Visitors Bureau, and Historic Downtown Merchants. Additional event sponsors include: Canyon Media, St. George News, Etched Magazine, The Independent, Richens Eye Center, Zion Brewing Company, Simister Orthodontics, Wingate by Windham Hotel, Precision Hearing, Habitat for Humanity Restore, Robert J Debry and Associates, Remax Apple Group, SGI Mortgage, and TDS Telecom.

Local artists and/or performers interested in applying for the Supporting Artists with Vision event scholarship by Richens Eye Center should call (435) 773-0781. The scholarship offers street accommodations including tent and vendor fee, for two artists each month wishing to promote their work. For more information, please visit georgestreetfest.com, or email george@emceesquare.com.

- END -



















